

Message Text

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61

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TO SECSTATE WASHDC 3660

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E.O. 11652: N/A

TAGS: BEXP, SG

SUBJ: PROPOSED FY 77 TRADE PROMOTION PROGRAM

REF: A. 75-STATE 294627 B. STATE 18336

1. POST AGREES TO HOST TECHNICAL SALES SEMINARS IN FISHING TECHNOLOGY, APRIL '77.

2. FISHERIES SECTOR IS ONE OF MOST DYNAMIC IN SENEGALESE ECONOMY. OVERALL TURNOVER WAS AROUND \$ 90 MILLION (400,000 MT) IN 1974, \$ 100 M IN 1975, DIVIDED BETWEEN MODERN FISHING BOATS AND TRADITIONAL CANOES. INVESTMENT IS PROJECTED AT \$ 82 MILLION DURING CURRENT PLAN (MID'73-MID'77). LIMITING FACTOR TO FURTHER GROWTH IS LACK OF INVESTMENT CAPITAL FOR PROCESSING FACILITIES.

3. PREVIOUS COMMERCIAL EVENTS IN SENEGAL (JUNE '74 CATALOG SHOW IN FOOD PROCESSING FACILITIES, DEC '74 COMMERCIAL PRESENCE EXHIBIT) HAD RESULTS INSUFFICIENT TO JUSTIFY THE TIME AND EFFORT EXPENDED. TO AVOID SIMILAR OUTCOME FOR SEMINAR, SUGGEST EXHIBITORS BE CHOSEN ON BASIS INVESTMENT RATHER THAN SALES EMPHASIS.
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